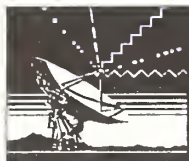


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Program

Letter No. 2710

April 21, 1995

**SEVEN STATES IN NINE DAYS** -- That's the schedule Agriculture Secretary Dan Glickman has to keep as he tours the country for six regional rural forums. The trek started in Davis, California on April 17, and ends with the National Rural Conference in Ames, Iowa on April 25. Stops on the way to the national conference include Abilene, Texas, where the Secretary expects topics to include general agriculture and trade. Leesport, Pennsylvania is the third stop on the tour, where topics include nutrition and conservation. Fort Dodge, Georgia was the fourth stop, where issues include rural development and education. The stop in Bismarck, North Dakota focuses on production agriculture, family farms, commodity programs and Native American issues. The last stop before the national conference is in Edwardsville, Illinois. Topics on the agenda include rural development and general agricultural issues. Once Secretary Glickman reaches the National Rural Conference at Iowa State University, he will be joined by President Clinton. **Contact: Jim Petterson (202) 720-4623.**

**MILK PRODUCERS VOTED FOR A CHANGE** -- The way milk is priced will change on June 1st. Milk producers around the country voted for a change in the way their milk marketing orders are priced. Patricia Jensen, the acting assistant secretary for USDA's Marketing and Regulatory Programs, says the new pricing series should provide a more reliable basic price formula that reflects the actual price paid for Grade B milk. The current Minnesota-Wisconsin (M-W) price series will be replaced with a "base-month" M-W price series. That would base the price on a survey of more than 160 plants that purchase more than 300 million pounds of Grade B milk. That also makes it statistically more reliable than the current price. The pay-price series will use an updating formula to adjust for changes in butter, dry milk powder and cheese products and should reflect more current marketing conditions. However, Jensen doesn't expect this to be a long term solution. **Contact: Becky Unkenholz (202) 720-8998.**

**PROTECTING SEEDS OF PROGRESS** -- Developers of 23 new varieties of seed-reproduced plants received certificates of protection from the Department of Agriculture. New plants include barley, bluegrass, corn, muskmelon, peas, pepper, rice, soybean and wheat. The developers now have exclusive rights in the United States to reproduce, sell, import and export their products for 18 years. USDA's Agricultural Marketing Service administers the plant variety and protection program which provides marketing protection to developers of new seed-reproduced plants ranging from farm crops to flowers. **Contact: Alicia L. Ford (202) 720-8998.**

**AgNewsFax** -- You can get USDA radio and TV programming information and the Broadcasters Letter through your fax machine. Use your fax telephone to call (202) 690-3944. At voice prompts press 1, then 4. For Broadcasters Letter, press 9200; radio newslines information, press 9250; TV contents, press 9260. Then press #, 3 and the start button on your FAX machine.

**NOTHING SWEETER THAN 3000 YEAR OLD HONEY BEES --** Museum curators hovered as a USDA scientist removed pieces of 3,000-year-old honey bees imbedded in beeswax. The beeswax was among the priceless artifacts at the Egyptian Museum in Torino, Italy. USDA scientist Steve Sheppard brought fragments back from the museum to the Agricultural Research Service Laboratory in Beltsville, Maryland, hoping they will help shed light on the honey bee's evolution. The goal is to see if a genetic fingerprint is there in the form of DNA, or deoxyribonucleic acid. If it is found, Sheppard will then compare that centuries old sequence with that of the same honey bee races today. That could help scientists determine the rate of genetic material change and how the honey bee diversified into the 25 known races. Scientists are also hoping this research leads to taking out of circulation such crop destroying pests as Mediterranean fruit flies, corn earworms, mosquitoes, sweetpotato whiteflies, biting midges, Indianmeal moths and potato leafhoppers. **Contact: Sean Adams (301) 344-2514.**

**A WAR OF THE WORMS --** A war is on against three types of worms: the corn earworm, cotton bollworm or tomato fruitworm, known in the scientific world as *Heliothis zea*. Entomologists with USDA's Agricultural Research Service are working out of their Areawide Pest Management Research Unit in College Station, Texas. When they hear that their enemy is on the move, they hit them with their computer-equipped vans, radar, weather balloons and aircraft to track the invaders. They gather information about their strength and capabilities, hoping their research will lead to timely alarms for potential victims, and eventually, foiling their plans all together. Peter Lingren is one of the entomologists on the research team. He says corn and cotton are not the only crops these pests go after. He estimates that annual losses of more than \$125 million worth of horticultural crops can be credited to this worm. Lingren's mission right now is to find out what the adult worms like to eat and then replace that with a deadly artificial substitute. He says for every female adult that is stopped, the potential for 1,000 more worms is eliminated. **Contact: Sandy Miller Hays (301) 344-2514.**

**SOY INK HAS COME A LONG WAY --** Just seven years ago, the Agricultural Research Service (ARS) began developing soy inks to help newspaper publishers. When the Newspaper Association of America teamed up with the American Soybean Association, they asked for help from ARS. They wanted a soybean-based ink to reduce reliance on petroleum based inks, they wanted more environmentally friendly inks and they wanted an ink that was cost-competitive. ARS delivered a soy ink that wasn't 100 percent degradable, but better than the alternative. Since then, USDA chemists have developed soy ink formulas that use more oil, less pigment, making it more degradable and more desirable. This could even make compliance with the Clean Air Act easier for printers. In 1994 tests, it was found that the new ink is five times as degradable as petroleum based commercial inks, degrading 80 percent in just 25 days. Only 16 percent of a petroleum based ink degraded in the allotted 25 days. Various ink formulations are now being tested for biodegradability. **Contact: Linda Cooke (301) 344-2514.**

**USDA IS UP ON THE INTERNET --** You can now access this, and many other USDA documents, through the Internet information system. To access this document via Internet, all you need to do is point your gopher to [esusda.gov](http://esusda.gov) and a menu selection will appear, or you can send an e-mail message to [almanac@esusda.gov](mailto:almanac@esusda.gov). The single line message should read: `send(space)USDA-releases(space)help`. Retrieval instructions and a list of documents currently available will appear. **If you need more help, you can contact Maria Bynum at (202) 720-5192.**

## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1977** -- In this edition of Agriculture USA, Brenda Curtis looks at a landscaping technique that is becoming more and more popular--xeriscaping. (Weekly 5:00 documentary feature).

**CONSUMER TIME #1456** -- Keeping National Forests alive. Higher clothing costs on the way? Municipal water and sewer versus well and septic tank systems. Food and drug interactions. Landscaping for the environment. (Weekly consumer features).

**AGRITAPE FEATURES #1968** -- Manure digester reduces odor. Farmers and bats. Success and challenges for the strawberry industry. A food export supermarket. Cotton prices and quotas. (Weekly agriculture features).

**UPCOMING ON USDA'S RADIO NEWSLINE** -- Monday, May 1, world horticultural trade and U.S. export opportunities. Tuesday, May 2, weekly weather and crops updates; poultry production and value. Friday, May 5, dairy products update. Tuesday, May 9, weekly weather and crops. Wednesday, May 10, world agricultural supply and demand for cotton. Thursday, May 11, world agricultural supply and demand; cotton and wool outlook; crop production report. Friday, May 12, world agricultural production; grains and oilseeds world markets and trade; feed outlook; oil crops outlook; rice outlook; wheat outlook. **These are the USDA reports we know about in advance. Our NEWSLINE carries many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or (202) 720-8359**

**COMREX ENCODED (202) 720-2545**

**Material changed at 5 p.m. ET each working day.**

## FROM OUR TELEVISION SERVICE

**FEATURES** -- Lynn Wyvill reports on making National Forests accessible for everyone. (Repeat without narration).

**ACTUALITIES** -- USDA Secretary Dan Glickman listens to Americans at regional forums. USDA World Board Chairman Gerald Bange on the corn and soybean outlook.

### **SATELLITE COORDINATES FOR TV NEWSFEEDS:**

Thursday, 3:45 p.m. to 4:00 p.m. ET, Telstar 302, C-band, Channel 6 (Transponder 3H), audio 6.2 and 6.8, downlink frequency 3820 MHz. Monday, 11:00-11:15 a.m. ET, Galaxy 4, Channel 12 (C-band), audio 6.2 and 6.8, downlink frequency 3940 MHz.

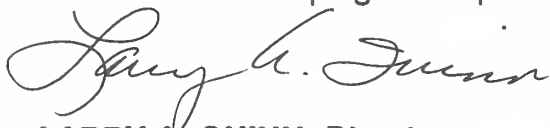
## OFF MIKE

**BIKING AND REPORTING**...is on **Von Ketelsen's** (KOEL, Oelwein, IA) schedule May 6 when he will broadcast live reports during a 75-mile bike ride near the small Iowa town of Hawkeye. He says the day will conclude with German food, polkas, folks and fun. On April 25, Von plans to join broadcasters covering the National Rural Conference with President Clinton, Vice President Gore and Secretary Glickman in Ames, IA. Von has been on-the-air for KOEL for more than six years.

**COLD DAMAGE TO WHEAT**...in southwest Kansas may affect an estimated 2-6 million acres, reports **Lory Williams** (KGNO/KOLS-FM, Dodge City, KS). Cold spell two weeks ago inflicted the damage, and weather this week continues cool and damp so full effect is not yet known. One of the largest agricultural shows in the nation is scheduled in Garden City, KS, April 27-29. It's the "3-i Show" which stands for irrigation, industry and implements and is sponsored by the Western Kansas Manufacturing Association. More than 700 booths are expected. The show alternates between this year's location and Great Bend, KS. Lory is a 25-year broadcasting veteran who's been the KGNO Agriculture Director for the past 1-1/2 years.

**RETURNING TO ILLINOIS**...from a three-year broadcasting stint in Wisconsin is **Mike Perrine** (WKAN, Kankakee, IL) who became their Farm Service Director April 3. Mike held a similar position at WIBU in Poynette, WI. Previously, he worked for WLDS and WJIL in Jacksonville, IL, and was an associate farm service director with Tribune Radio Networks. Mike's phone number is 815-935-9561.

**HONOR ROLL**...status has been earned by **Hugh Robinson** (KTMO/KBOA, Kennett, MO). Recently, Hugh was added to the Extension Leader's Honor Roll by the President of University of Missouri for "helping develop and carry out local extension programs."



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